

Downtown Canandaigua Mural Project | Call for Artists

Mural artists local to the Canandaigua area are called to submit an application for a collaborative mural project – depicting some of Canandaigua’s historically significant people, places and events -- to be completed in early Spring of 2016.

Project Description: Local artists are being chosen through a jury process to participate in a collaborative mural which evokes Canandaigua’s history. A Project Committee consisting of members of the City of Canandaigua Centennial Endowment Committee have secured local mural artist Amy Colburn to design and manage the execution of the mural. Ms. Colburn will also be overseeing the jury process, which will also include members of the Project Committee. The intention of this project is to decorate a large exterior downtown wall with a collage-style illustration of Canandaigua’s most recognizable historic people, places and events. By inviting different artists to participate, the committee hopes to convey a unique aesthetic value and also bringing attention to local artists.

Location of mural: Coach Street, Canandaigua, on side of building currently occupied by Crown Jewelers (located at 142 Main Street).

Duration: Mural will be painted on Evolon material (a flexible composite material which behaves similarly to canvas, but much more durable), and then applied to the wall using a gel medium. Artist must be able to paint approximately 140 square feet of mural on Evolon, in their own studio space. Artists will be provided with a firm full-color design plan and all the necessary materials (paint, Evolon), as well as supervision and support necessary to complete their part of the mural. Artists will be asked to express their own painting style within the confines of an already-determined mural design. Artists will be required to complete their section of the mural within a two-three month period in early Spring of 2016. The entire project must be complete and ready to hang by the beginning of May 2016.

Costs / Support: No application fee. Artists must submit pay requirements as part of the enclosed application, although this will be used as a guide only. Compensation will be determined by the project committee. Artists may choose to be self-funded, and in this case a \$1000 stipend will be offered. Chosen artists will receive the following advertising and promotion opportunities, free of charge:

- Free booth at Canandaigua Arts & Music Festival in July of 2016
- Showcasing of artist in the days leading up to the Plein Air Festival, June of 2016
- Artist recognition permanently displayed at mural location

Eligibility: Downtown Canandaigua Historic Mural Project invites career artists, as well as emerging artists with special interest in mural painting and street art to apply to this project.

Application: See attached, or go to www.canandaiguanewyork.gov to download.

Application deadline: December 30, 2015

Contact: Amy Colburn, amy@amycolburn.com

Downtown Canandaigua Mural Project | Call for Artists – Form

Application:

The application has two parts: please submit both the **application form** and **images**, per the instructions below.

Form:

Please fill out entire application. You may either print application and mail it, or fill it out and email it. Mailing address is at the end of the form.

Digital Images:

Please send no more than 3 images of your best mural or large-scale work. Digital images **MUST** be emailed, please do not send prints of images. Images **MUST** be named with artists first and last name, underscore, number. Please use this format: "janesmith_1.jpg", "janesmith_2.jpg", "janesmith_3.jpg". Please email images to: amy@amycolburn.com

Name: _____ Phone number: _____

Email address: _____

Website or art-related Facebook page (if applicable): _____

Mailing address: _____

How many images have you sent via email (see above): _____

Please describe your background as an artist, including education and work experience:

Please describe your artistic style:

Have you painted an outdoor mural before? If it still exists, please give the location(s):

Please indicate below your per-square-foot rate that you charge for murals. Also, if you would be willing to work “self-funded” in exchange for a stipend of \$1000, **please indicate below**. Please keep in mind that you will be provided with all paint and materials at no cost to you. Each artist will be responsible for brushes, and an indoor space in which to paint the mural (flexible fabric material, approx. 7' X 20"). All chosen artists, in addition to payment, will receive free publicity and advertising, as well as recognition for having contributed to a prominent and long-lasting public art piece.

Please indicate why you feel you are a good choice as a participating artist on this project:

Please return this form to:

Via Email: Amy Colburn amy@amycolburn.com
Subject: Downtown Canandaigua Mural Project

Via Mail: Amy Colburn, Downtown Canandaigua Mural Project
4190 Route 64
Canandaigua, NY 14424